

- IV Another kind of tourism that brings the similar feeling of relaxation is heritage tourism. A major factor in the growth of this tourism has been a surge to preserve everything from the past, the local and native heritage that may include traditional cultural products, crafts, architectural designs of buildings, as well as folklore. Visits to ancient monuments, for example, are largely motivated by the belief that such objects are linked to the remote past. Several studies on tourists' behavior reported that people are proud of and intrigued by past cultures and civilizations. Such pride and **fascination** lead them to visit places that represent values and lifestyles that are rapidly being lost due to rapid modernization. Interestingly, these studies revealed that holding onto the past provides them comfort, familiarity and identity. In addition, this accelerated disappearance of the past has deepened nostalgia for the supposedly simpler, safer, more livable world of the olden days.
- V As travel and tourism industry grows, local governments have come to note the potential value it has for local and national economies as it creates job opportunities, ensures foreign currency exchanges, brings more regional development and stimulates local entrepreneurial activities. To cater for the tourists' need for food, accommodation and travel, restaurants and hotels are constructed and, roads and railways are kept at a substantial standard. Furthermore, the locals produce crafts and souvenirs for tourists to take home as evidences of their visits to far-away lands. In Brazil, nature travel has become its largest source of revenue. In a similar vein, the pyramids in the ancient land of Egypt have never failed to lure stronger currencies into the nation's economy.
- VI It is interesting to know that the modern man of the 21st century finds the wilderness and lifestyles of the ancient past a refuge from his self-created frenzied life. Today, for most middle-income and well-to-do individuals and families, traveling and touring have become a regular part of life most often to tip the balance of a stressful modern life.

Adapted from:

Goeldner, C. & Ritchie, B. 2007. *Tourism: Principles, Practices and Philosophies*. New Jersey: Wiley & Sons.
Retrieved 15 May 2009 from <http://www.gdrc.org/uem/eco-tour/wttc/pdf>

4. In what way does high-pressure working environment help the tourism industry?

(1 mark)

5. State four attractions of eco-tourism to the consumers.

(a) _____

(b) _____

(c) _____

(d) _____

(4 x ½ m = 2 marks)

6. Give two reasons why some people choose to visit historical sites.

(a) _____

(b) _____

(2 marks)

by fuel wood collection and land clearing. For example, one trekking tourist in Nepal –an area already suffering the effects of deforestation– can use four to five kilograms of wood a day.

- V The most obvious consequence of increased tourism activities is air pollution. It has been reported that transport by air, road, and rail is continuously increasing in response to the rising number of international air passengers worldwide that rose from 88 million in 1972 to 344 million in 1994. One consequence of this increase in air transport is that tourism now accounts for more than 60 percent of air travel and is therefore responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits almost half the carbon dioxide emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly.
- VI Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide emissions related to transportation energy use. In addition, it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.
- VII The quality of the environment, both natural and man-made, is essential to tourism. However, it is clear that tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. The negative impacts of tourism development, if not regulated, can gradually destroy the environmental resources on which it relies on.

Adapted from:

Tourism and Sustainable Development

Retrieved on 15 May 2009 from www.gdrc.org/uem/eco-tour/envi/index.html

SECTION B – ESSAY (10 marks)

Write a four to six-paragraph essay on 'Tourism: Threats and Opportunities'. You may refer to Text 1 and Text 2 to support your points.

Note: Marks will be deducted for direct lifting of sentences from the texts.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.